ABSTRACT

A method for displaying a TV program to a viewer, comprising receiving a plurality of TV programs, allowing the viewer to select one of the plurality of received TV programs for viewing, and responding to the viewer selection by controlling the programming displayed to the viewer in accordance with the viewer selection and with previously determined viewing preferences of the viewer. Controlling the programming displayed to the viewer may include displaying the viewer selected program and additional programs selected in accordance with the previously determined viewing preferences of the viewer. The additional programs may include advertisements.